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1. (Currently Amended) A method for determining a specific identifier code for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the steps of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity;

extracting said first identifier code from said received first message;

generating a second message incorporating said extracted first identifier code, said second message being for initiating a search of an identifier code database mapping an said first identifier code associated with a said first entity to a corresponding second identifier code identifying said object, said second identifier code being associated with a second entity different to said first entity;

receiving a said second identifier code corresponding to said first identifier code in response to communicating said second message for initiating a search of said identifier code database.

2. (Original) A method according to claim 1, wherein

said second message initiates a remote procedure for mapping said first identifier code to a corresponding second identifier code.

3. (Original) A method according to claim 2, wherein

said second message uses Simple Object Access Protocol (SOAP) for invoking said remote procedure.

4. (Original) A method according to claim 1, including the step of

communicating said second message to an application useable for initiating a search of said identifier code database.

5. (Currently Amended) A method according to claim 1, wherein

said second message initiates a prioritized search of said database and

an object comprises at least one of, (i) an article of manufacture, (ii) a service and (iii) a non-manufactured item and

an entity comprises at least one of, (a) an object retailer, (b) an object wholesaler, (c) an object distributor, (d) an object manufacturer, (e) an object servicing enterprise and (f) an object seller.

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6. (Currently Amended) A method according to claim 5, wherein

said prioritized search of said database searches first for a purchaser product identifier code identifying said object and subsequently for a manufacturer product identifier code identifying said object.

7. (Currently Amended) A method according to claim 1, wherein said extracting step comprises

extracting said first identifier code and a corresponding third identifier code identifying said object from said received first message, and

said generating step generates a second message incorporating said extracted first and third identifier codes.

8. (Original) A method according to claim 7, wherein

said first identifier code comprises a purchaser product identifier code and said third identifier code comprises a manufacturer product identifier code and

said second message initiates a prioritized search of said database involving searching first for said purchaser product identifier code and subsequently for a manufacturer product identifier code.

9. (Original) A method according to claim 1, wherein

said second message incorporates rules determining conduct of said search of said identifier code database.

10. (Currently Amended) A method according to claim ~~1~~ 9, wherein

said rules are predetermined in an application used for accessing said database.

11. (Original) A method according to claim 1, including the step of

communicating said second message to an application for accessing said database using at least two of, (a) Hypertext Transfer Protocol (HTTP), (b) Simple Object Access Protocol (SOAP) and (c) XML (Extensible Markup language).

12. (Original) A method according to claim 1, wherein said

said method comprises an identifier code mapping application and said identifier code mapping application and said database are co-located on the same processor, said processor comprising one of (a) a server, (b) a PC (c) a wireless device, (d) a mainframe computer and (e) another networked processing device.

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13. (Original) A method according to claim 1, wherein

at least one of said first and said second identifier codes comprise one of (a) a Universal Product Code and (b) a code associated with a bar code.

14. (Original) A method for supporting a transaction in accordance with claim 1, wherein

said first message is received from an application initiating a transaction and including the step of,

forwarding a composite message to a destination application in support of said transaction, said composite message being created including information derived from said first message and including said second identifier code.

15. (Currently Amended) A method for determining a specific identifier code for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the steps of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity;

extracting said first identifier code from said received first message;

generating a second message incorporating said extracted first identifier code, said second message being for initiating a search of a remote identifier code database mapping ~~an~~ said first identifier code associated with ~~a~~ said first entity to a corresponding second identifier code identifying said object, said second identifier code being associated with a second entity different to said first entity;

receiving ~~a~~ said second identifier code corresponding to said first identifier code in response to communicating said second message for initiating a search of said remote identifier code database.

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16. (Currently Amended) A method for determining a specific identifier code for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the steps of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity;

extracting said first identifier code from said received first message;

generating a plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating searches of a corresponding plurality of remote identifier code databases mapping ~~an~~ said first identifier code associated with ~~a~~ said first entity to a corresponding second identifier code identifying said object, said second identifier code being associated with a second entity different to said first entity;

receiving ~~a~~ said second identifier code corresponding to said first identifier code in response to communicating said second message for initiating a search of said identifier code database.

17. (Currently Amended) A method for providing a specific identifier code for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the steps of:

receiving from a remote source a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity and said first message requesting determination of a specific identifier code for said object;

extracting said first identifier code from said received first message;

initiating a search of an identifier code database mapping ~~an~~ said first identifier code associated with ~~a~~ said first entity to a corresponding second identifier code identifying said object, said second identifier code being associated with a second entity different to said first entity using said extracted first identifier code;

receiving ~~a~~ said second identifier code corresponding to said first identifier code in response to said initiated search of said identifier code database; and

providing said second identifier code to said remote source.

18. (Original) A method according to claim 17, including the step of generating a record of said search and provision of said second identifier code for use in at least one of, (a) billing, and (b) creating a transaction record.

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19. (Currently Amended) A system for providing a specific identifier code for an object associated with a plurality of identifier codes, comprising:

a communication processor for bidirectionally communicating with remote applications;

an identifier code database;

a first application for,

initiating a search of said database to translate a first identifier code identifying an object associated with a first entity to a corresponding second identifier code identifying said object, said second identifier code being associated with a second entity different to said first entity, in response to receiving a message including a plurality of corresponding identifier codes associated with an identifying said object and provided by remote applications, and for

augmenting said database by updating said database to incorporate additional corresponding codes from said received plurality of corresponding identifier codes identifying said object; and

providing a said second identifier code corresponding to said first identifier code in response to said initiated search of said identifier code database via said communication processor.

20. (Original) A method according to claim 19, wherein

an object comprises at least one of, (a) an article of manufacture, (b) a service and (c) a non-manufactured item and

an entity comprises at least one of, (a) an object retailer, (b) an object wholesaler, (c) an object distributor, (d) an object manufacturer, (e) an object servicing enterprise and (f) an object seller.